Swami Ramanand Teerth Marathwada University, Nanded, Maharashtra, India

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"A STUDY ON WORK-LIFE BALANCE AMONG WOMEN IN PRIVATE SECTOR BANKS IN MARATHWADA REGION"

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“A STUDY ON WORK-LIFE BALANCE AMONG WOMEN IN PRIVATE SECTOR BANKS IN MARATHWADA REGION”

Introduction:

One of the most important aspects of life is career and ambition. Majority of women are looking for work to support their families. Due to changes in environmental and economic conditions, this transformation is now common and dynamic. Balancing family and job responsibilities is one of the biggest struggles of women. Career advancement, work stress, career aspirations, work-family conflict and family-work conflict, childcare along with work-life balance (WLB) and its practices are identified as some of the reasons.

As women share an equal share of earning duties for the welfare of their families, the work-life balance of women employees has become a major issue. Women are getting jobs and are working even after marriage. When it comes to caring for children and families, a married woman performs more duties than a man. Hardworking women successfully overcome adversity with their commitment and perseverance. Women's participation in income-generating activities allows them to meet their household needs to a greater extent.

Banks are veins of the economic system. The functioning of economic system depends on banking system and financial institutions. The proper co-ordination of savings and investment is done by banks. Development of different economic sectors depends on finance provided by banks. Investment decisions of banks determine the direction of investment in a country. Private banks are important part of Indian Financial System, thus its essential that, their employees should be satisfied and motivated,. There should be proper work-life balance among employees is necessary.

For women working in private banks while performing their duties it is difficult to keep equilibrium between work and life. This study will make attempt to identify the work-life balance among women working in Private Banks. Sincere attention towards factors affecting the work-life balance is necessary.

Work-life balance refers to a person's ability to schedule professional and personal hours to lead a healthy and peaceful life. It focuses on women's values and attitudes towards age related to arranging and balancing their work and personal lives.

Balance In Work and Life

Work-Existence Balance refers to an individual's ability to schedule their professional and personal hours to live a healthy and serene life. It focuses on women's values and attitudes toward their age related to arranging and balancing their work and personal lives.

The following variables have an impact on WLB's experience.

- Work-Family Conflict and Family Relationships Workplace Disputes
- Women in a variety of roles
- Workplace Stress
- Taking care of children.

Work-life balance is not something that happens by accident. It involves the efforts of various stakeholders, including the employee, the organization for which the person works, the employee's family, and the community in which the employee lives.

Workplace Family Conflict

Work-family conflict is defined as an incompatibility between the domains of work and family. When involvement in one function becomes more difficult due to participation in the other, there is a conflict between both environments.

WLB and Women's Role

Women typically work full-time and work at least 8 hours per day, five days a week, and face an increasing workload each day. As a result, most of them have work and family obligations, but how do you balance the two? Today's fast-paced world requires talent, ingenuity, skill and caution. Women have to balance high job expectations, office commitments, tight meeting schedules and life duties and responsibilities.

Workplace stress and a lack of work-life balance

Women in high-ranking positions in the workplace are expected to arrive on time, cook, clean, and care for their families, increasing their stress levels and leading to health issues.

Children's Services

Working mothers with young children are forced to leave them in day-care or in the care of housekeepers. This makes them more stressed and unable to concentrate on their business. They are sometimes not even able to take care of them adequately.

The main cause of gender pay disparity is the division of men and women into different occupations. Occupational segregation limits people's occupational options, particularly in early adulthood. To achieve WLB, every woman must set a goal and achieve success in her job and in her family. Planning, organizing and setting limits are some of the

strategies and skills used to achieve a rewarding and perfectly balanced existence professionally and personally at home and at work. Women employees have to take care of their family physically and financially to meet the family needs. Work on personal development as well as achieving corporate goals to meet career needs. Organizations must implement human resource strategies and policies to address the challenges of the current corporate environment, including women's work-life balance.

The major elements of work-life balance

As the work-life balance expert, Jeff Davidson believes, there are 6 elements of work-life balance:

Self-management

Taking care of personal needs, such as eating, sleeping and exercising, plays an important role in your work-life balance. If you don't sleep well, for example, you'll be tired and that affects your work.

1. Time management

Setting priorities and how you manage your time throughout the day can be challenging. Davidson suggests setting goals and distinguishing between urgent and important tasks. Learning how to prioritize your tasks is also the essence of the Eisenhower Matrix technique, which can improve your time management skills.

2. Stress management

Distractions in the workplace can lead to stress which can reduce productivity. So, to reduce your stress level, you need to find a way to adapt to a distracted environment. Also, Davidson suggests that you should avoid multitasking because switching between projects and tasks can also be stressful.

3. Managing change

No matter where you work and what you do, your job requires you to get used to frequent changes. To better manage these changes, you need to make sure that the noise of change doesn't overwhelm you. This also applies to any changes in your private life.

4. Managing technology

The technology you use should make your life easier — not more complicated. Remember that you rule technology, not the other way around. Therefore, opt for apps and software that are intuitive and user-friendly.

5. Managing leisure time

Taking time off is a vital element of achieving a work-life balance. Besides, be sure to spend your leisure time doing various activities in order to avoid monotony.

Marathwada Region

Marathwada is a proposed state and geographical region of the Indian state of Maharashtra. It was formed during the Nizam's rule and was part of the then Hyderabad State. The region coincides with the Aurangabad division of Maharashtra. It borders the states of Karnataka and Telangana, and it lies to the west of the Vidarbha and east of Uttar Maharashtra regions of Maharashtra.

Marathwada region is made up by eight districts which are as follows

Sr. No.	Districts
1	Aurangabad
2	Beed
3	Hingoli
4	Jalna
5	Latur
6	Nanded
7	Osmanabad
8	Parbhani

Private Banks in India

Private Banks forms major part in the banking system of Indian financial system. Currently there 21 Private Banks operating in India which are given below

Sr. No.	Name of private Banks
1	Axis Bank Limited
2	Bandhan Bank Limited
3	CSB Bank Limited
4	City Union Bank Limited
5	DCB Bank Limited
6	Dhanlaxmi Bank Limited
7	Federal Bank Limited
8	HDFC Bank Limited
9	ICICI Bank Limited
10	IndusInd Bank Limited

11	IDFC FIRST Bank Limited
12	Jammu & Kashmir Bank Limited
13	Karnataka Bank Limited
14	Karur Vysya Bank Limited
15	Kotak Mahindra Bank Limited
16	Nainital Bank Limited
17	RBL Bank Limited
18	South Indian Bank Limited
19	Tamilnad Mercantile Bank Limited
20	YES Bank Limited
21	IDBI Bank Limited

Source: https://www.rbi.org.in/commonperson/English/Scripts/BanksInIndia.aspx#IB

Review of Literature

1. Roehling, P.V., and Moen, P.,(2001), Conducted empirical research and suggested a direct relationship between work life balance programs and retention that help employees achieve a meaningful balance between work and personal life, these programs may benefit employers over employees. Complexity exists in achieving work and personal life balance and the importance of balance to individual well-being should be examined by an organization to provide work life balance programs that are related to retention strategies through the positive impact of these programs on individual perceptions of balance.

2. Duxbury et al (2002), in his study work-related stress is discussed in terms of working conditions that include heavy workloads, lack of participation in decision-making, health and safety risks, job insecurity, and tight deadlines. Employees (with higher levels of work-life conflict) are three times more likely to suffer from certain heart conditions, back pain and mental health problems. They also indicated that workers are more likely to experience poor health, have negative effects on relationships with children and their spouses, are less committed to the organization, less satisfied with their jobs, and have poorer quality of relationships outside of work.

3. Bandopadhyay and Kumar (2005) in their research study emphasis is placed on e-learning which is having a huge impact on work-life balance. The authors develop a motivational pyramid of e-learning and then discuss how existing corporate e-learning frameworks can adversely affect work life balance and create more stress. Based on the above lines they propose an improved framework with a greater emphasis on blended

learning methods and experiential learning and flexible, user-configurable tools and technology support environments.

4. Anup Kumar Singh and Richa Awasthy (2009) discuss the various causes and consequences of work-life balance, where social, organizational and individual factors are majorly responsible for work-life balance. Managers have to take the challenge of work life balance seriously as it affects their professional success and personal well-being. They also need to develop certain skills that are conducive to a good work life balance. Some of these skills are: time management, delegation, coping with stress, negotiation, caring, listening, empathy, trust etc. helps in managing both work and family matters.

5. S. Lakshmi Narayanan, A. Savarimuthu (2015), in their study revealed that as more and more women join the IT workforce, they face issues such as long working hours, job insecurity, lack of supervisor, peer and social support, work demands or overload, work-role conflict, work-role ambiguity, job dissatisfaction. All these factors and the widespread use of communication technology have contributed to high levels of work-family conflict among female employees. The findings revealed that work-life balance issues are a major concern for women employees working in IT industries. Furthermore, it was found that high job involvement, job demands, lack of career opportunities were some of the sources of dissatisfaction that led to high levels of work-family conflict leading to work-life imbalance among women working in IT industries.

Statement of the Problem

Human resource plays an important role in the success of any organization. Private Banks are also not exception for this. Many women employees are working in the Private Banks in India. While performing the duties of organization it is difficult to keep balance between work and life to the employees. Especially for women employees it is difficult to keep balance between work and life. For married women there is duty to handle both family responsibilities, care of children, daily kitchen activities, and personal problems of women along with working duties. Working women are always far from the attention of researchers in their study. There are many problems of married and unmarried working women while performing the duties in various organizations. It is necessary to examine work-life balance among women Private Banks in Marathwada Region. The proposed study will make an attempt to identify various problems of women and suggestions to maintain work-life balance.

Objectives of the Study

1. To examine factors affecting work-life balance among women employees in Private Banks
2. To study relationship between work-life balance and performance of women employees
3. To examine impact of work-life balance on job satisfaction of women employees in Private Banks
4. To study problems of women employees for maintaining work-life balance.
5. To study need and importance of work-life balance for women employees in Private Banks
6. To offer suggestions to improve work-life balance among women employees

Hypothesis of the Study

1. There is significant relationship between work-life balance and performance of women.
2. There is significant impact of work-life balance on job satisfaction of women employees working in Private Banks.
3. Professional and personal life is properly balanced by women employees working in Private Banks

Scope of the Study

The scope of study will be as follows

1. Geographical Scope:

Geographical area for this study will be Marathwada Region. Marathwada Region includes 08 Districts. Study will be undertaken in Private Banks among major cities of above eight (08) districts/

2. Operational scope:

There are 21 Private Banks functioning in India. In Marathwada region all banks are not having their branches. Thus, study will be done in selected 5 Private Banks which are having major branches in Marathwada Region.

3. Period of Study:

This proposed study will be carried out from 2020-21 to 2024-25 totally for five years

Research Methodology

1. Data Collection:

In the proposed study data will be collected through Primary and Secondary data collection sources as follows.

A. Primary Data: Structured Questionnaire will be the main source of primary data. Data will be collected from the women employees in Private Banks in Marathwada Region.

B. Secondary Data: Secondary data will be collected through published sources such as journals, RBI and Private Banks websites magazines, books, e-books, government reports (If any), annual reports (If applicable), and existing surveys etc.

2. Sample Design:

There are **21 Private Banks** functioning in India. In Marathwada region all banks are not having their branches. Thus, study will be done in selected **5 Private Banks** which are having major branches in Marathwada Region. Sample Design will be as follows:

Sr. No.	Name of private Banks
1	Axis Bank Limited
2	HDFC Bank Limited
3	ICICI Bank Limited
4	Kotak Mahindra Bank Limited
5	IDBI Bank Limited

As there is no data available about number of women employees working in Private Banks in Marathwada Region, from the above 5 major Private Banks operating in Marathwada Region researcher will collect approximately **400 samples randomly** from major cities of Marathwada Region. A **Simple Random Sampling Method** will be adopted for data collection.

3. Statistical Tools to be used:

The questionnaire will be the main research instrument adopted for collection of data in this research study. Structured questionnaire will be framed under the guidance of research supervisor. Questionnaire will consists of close ended questions. The questions will be fabricated and modified in association with job satisfaction survey.

Analysis of primary data will be done with help of various statistical tools like percentage analysis, correlation analysis, chi-square test, T-test,, F-test ANNOVA (If applicable), and data will be presented with the help of tables, pie charts, graphs, bar diagrams etc.

Limitations of the Study:-

The proposed study will have following limitations:

1. The study will be conducted only in the Major Cities of Marathwada Region which includes 08 Districts.

3. The research study will be undertaken regarding work-life balance of women employees working in selected five (05) major Private Banks which are having branches in Marathwada Region only.

4. Conclusions drawn will be based on responses from sample respondents only.

5. No comparative study will be done between work-life balance & other factors of job.

6. No comparative study will be done between Private Banks and Public Sector Banks.

Chapter Scheme

Chapter I: Introduction to Work-life Balance and Working Women

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Data Analysis and Interpretation

Chapter V: Conclusions and Suggestions

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